



2611

PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: Matz et al. Examiner:
Serial No.: 10/016,988 Group Art Unit:
Filed: December 14, 2001 Docket No.: 60027.0291US01/BS1371
Title: Method and System to Perform Content Targeting

#5
W. Lawson
5/31/03

CERTIFICATE UNDER 37 CFR 1.8:

I hereby certify that this correspondence is being deposited with the United States Postal Service as first class mail, with sufficient postage, in an envelope addressed to: Commissioner for Patents, Washington, D.C. 20231 on

April 24, 2003.

By: 
Name: Christopher J. Leonard

REVOCATION AND POWER OF ATTORNEY

RECEIVED

MAY 01 2003

Commissioner for Patents
Washington, D.C. 20231

Technology Center 2600

Dear Sir:

Please revoke any existing Powers of Attorney, if any, and appoint the following attorneys and/or patent agents to prosecute this application and to transact all business in the U.S.

Patent and Trademark Office in connection therewith:

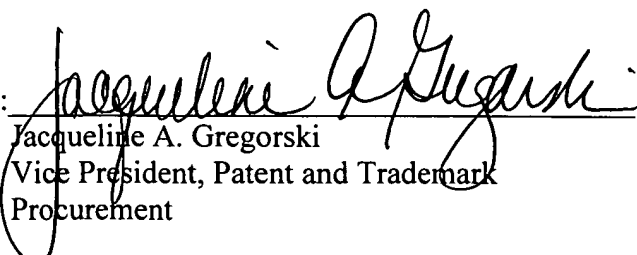
| | | | |
|-----------------------|-----------------|-----------------------------|-----------------|
| Ali, M. Jeffer | Reg. No. 46,359 | Daulton, Julie R. | Reg. No. 36,414 |
| Altera, Allan G. | Reg. No. 40,274 | DeVries Smith, Katherine M. | Reg. No. 42,157 |
| Anderson, Gregg I. | Reg. No. 28,828 | DiPietro, Mark J. | Reg. No. 28,707 |
| Batzli, Brian H. | Reg. No. 32,960 | Doscotch, Matthew A. | Reg. No. 48,957 |
| Beard, John L. | Reg. No. 27,612 | Edell, Robert T. | Reg. No. 20,187 |
| Berns, John M. | Reg. No. 43,496 | Epp Ryan, Sandra | Reg. No. 39,667 |
| Blackburn, Murrell W. | Reg. No. 50,881 | Fitzsimmons, Karen A. | Reg. No. 50,470 |
| Bortolotti, Rebecca | Reg. No. 51,488 | Franzen, Rick L. | Reg. No. 51,702 |
| Branch, John W. | Reg. No. 41,633 | Gadiano, Christina M. | Reg. No. 37,628 |
| Brown, Jeffrey C. | Reg. No. 41,643 | Goff, Jared S. | Reg. No. 44,716 |
| Bruess, Steven C. | Reg. No. 34,130 | Goggin, Matthew J. | Reg. No. 44,125 |
| Byrne, Linda M. | Reg. No. 32,404 | Golla, Charles E. | Reg. No. 26,896 |
| Campbell, Keith | Reg. No. 46,597 | Gorman, Alan G. | Reg. No. 38,472 |
| Carlson, Alan G. | Reg. No. 25,959 | Gould, John D. | Reg. No. 18,223 |
| Caspers, Philip P. | Reg. No. 33,227 | Gregson, Richard | Reg. No. 41,804 |
| Clifford, John A. | Reg. No. 30,247 | Gresens, John J. | Reg. No. 33,112 |
| Cook, Jeffrey | Reg. No. 48,649 | Hamer, Samuel A. | Reg. No. 46,754 |
| Daignault, Ronald A. | Reg. No. 25,968 | Hamre, Curtis B. | Reg. No. 29,165 |
| Daley, Dennis R. | Reg. No. 34,994 | Hennings, Mark | Reg. No. 48,982 |

| | |
|---------------------------|-----------------|
| Hertzberg, Brett A. | Reg. No. 42,660 |
| Hillson, Randall A. | Reg. No. 31,838 |
| Hope, Leonard J. | Reg. No. 44,774 |
| Hornsby, III, Alton | Reg. No. 47,299 |
| Johns, Nicholas P. | Reg. No. 48,995 |
| Johnston, Scott W. | Reg. No. 39,721 |
| Kalinsky, Robert A. | Reg. No. 50,471 |
| Kettelberger, Denise | Reg. No. 33,924 |
| Keys, Jeramie J. | Reg. No. 42,724 |
| Knearl, Homer L. | Reg. No. 21,197 |
| Korver, Joshua W. | Reg. No. 51,894 |
| Kowalchyk, Alan W. | Reg. No. 31,535 |
| Kowalchyk, Katherine M. | Reg. No. 36,848 |
| Lamberty, Michael | Reg. No. 50,760 |
| Larson, James A. | Reg. No. 40,443 |
| Leonard, Christopher J. | Reg. No. 41,940 |
| Liepa, Mara E. | Reg. No. 40,066 |
| Lindquist, Timothy A. | Reg. No. 40,701 |
| McDonald, Daniel W. | Reg. No. 32,044 |
| McIntyre, Jr., William F. | Reg. No. 44,921 |
| Mueller, Douglas P. | Reg. No. 30,300 |
| Nelson, Anna M. | Reg. No. 48,935 |
| Parsons, Nancy J. | Reg. No. 40,364 |
| Pauly, Daniel M. | Reg. No. 40,123 |
| Peterson, Kyle T. | Reg. No. 46,989 |
| Phillips, John B. | Reg. No. 37,206 |
| Pino, Mark J. | Reg. No. 43,858 |
| Qualey, Terry | Reg. No. 25,148 |
| Randall, Joshua N. | Reg. No. 50,719 |
| Reich, John C. | Reg. No. 37,703 |
| Reiland, Earl D. | Reg. No. 25,767 |
| Rieth, Damon A. | Reg. No. 52,167 |
| Schmaltz, David G. | Reg. No. 39,828 |
| Schuman, Mark D. | Reg. No. 31,197 |

| | |
|--------------------------|-----------------|
| Schumann, Michael D. | Reg. No. 30,422 |
| Scull, Timothy B. | Reg. No. 42,137 |
| Sebald, Gregory A. | Reg. No. 33,280 |
| Skoog, Mark T. | Reg. No. 40,178 |
| Spellman, Steven J. | Reg. No. 45,124 |
| Stewart, Alan R. | Reg. No. 47,974 |
| Stoll-DeBell, Kirstin L. | Reg. No. 43,164 |
| Sullivan, Timothy | Reg. No. 47,981 |
| Sumner, John P. | Reg. No. 29,114 |
| Swenson, Erik G. | Reg. No. 45,147 |
| Tellekson, David K. | Reg. No. 32,314 |
| Trembath, Jon R. | Reg. No. 38,344 |
| Tunheim, Marcia A. | Reg. No. 42,189 |
| Underhill, Albert L. | Reg. No. 27,403 |
| Vandenburgh, J. Derek | Reg. No. 32,179 |
| Vidovich, Kristin K. | Reg. No. 41,448 |
| Wahl, John R. | Reg. No. 33,044 |
| Welter, Paul A. | Reg. No. 20,890 |
| Whitaker, John E. | Reg. No. 42,222 |
| Wiegand, Jamie | Reg. No. 52,361 |
| Wier, David D. | Reg. No. 48,229 |
| Williams, Douglas J. | Reg. No. 27,054 |
| Withers, James D. | Reg. No. 40,376 |
| Wong, Bryan A. | Reg. No. 50,836 |
| Wong, Thomas S. | Reg. No. 48,577 |
| Xia, Tim Tingkan | Reg. No. 45,242 |
| Zeuli, Anthony R. | Reg. No. 45,255 |
| Delgado, Marcus | Reg. No. 38,122 |
| Mark, Elizabeth | Reg. No. 37,880 |

Please direct all correspondence in this application to Christopher J. Leonard,
P.O. Box 2903, Minneapolis, MN 55402-0903, telephone 404.954.5100.

Dated: 4-21-03

By: 
Jacqueline A. Gregorski
Vice President, Patent and Trademark
Procurement